

GRAND PRIX PLACE LONG BEACH, CALIFORNIA VISION

The Grand Prix Place mixed use development proposal will encompass two city blocks within the vibrant East Village area of downtown Long Beach. The objective of the development will be to provide a diversified mix of uses including; residential, office, retail and museum while demonstrating a respect for the history and unique nature of the Long Beach area as well as a responsible attitude toward sustainable design. The project will also incorporate much needed public parking as well as community event and reception spaces creating a dynamic and synergistic downtown environment.

CHE SITE (Site 1/ Block A only)

The centerpiece to the Grand Prix Place Project will be; The Grand Prix Tower. Grand Prix Tower has the potential to become an icon not only for the Long Beach Grand Prix, but for the city of Long Beach as well. Ideally situated on the corner of First Street and Long Beach Boulevard, Grand Prix Tower will become the focal point to the Green Gate entry to the Long Beach Grand Prix. Originally designed as the Edison Tower by noted California architect Kenneth Wing, the building features an undulating first floor plate as well as a generous exterior environment which will provide exciting and diverse opportunities to create a unique aesthetic expression. One of only a few remaining large scale structures designed by Wing, The Grand Prix Tower will join the best of the past, present and future of Long Beach.

Creating a year round Grand Prix presence in the downtown area, the Grand Prix museum will feature rotating exhibits, historical displays, interactive installations, a museum shop and French style "Bistro". Outdoor dining space will front the Boulevard and animate the street level façade as well as large window display elements and exterior exhibits along both Long Beach Boulevard and First Street.

Dramatic floor to ceiling glass walls along the busy corner will allow glimpses into the museum spaces beyond, as well as providing opportunities for specific and seasonal street front and graphic systems. The main entry of the museum will face Long Beach Boulevard and is accented by a 10' high free standing graphic signage element along the streets edge.

Once inside the museum, the visitor will view into a two-story volume space, which will connect the upper and lower galleries to the main entry lobby and street level exhibit space.

An attached parking structure provides easy access to the museum levels as well as the residential tower above.

Exciting display opportunities will be used to visually connect the two museum floors. Suspended exhibits, graphics, lighting and signage will animate the volume and draw the visitor through the museum. Displays and exhibits which feature the art of automobile design and the history of the Grand Prix.



GRAND PRIX PLACE

CHE SITE (Site 1/ Block A only) CONTINUED

Collaborative spaces will encourage interaction between designers and students while also allowing for visiting lecturers and traveling exhibits.

A residential component to the Grand Prix Tower will provide a one of a kind living experience within the downtown Long Beach area. Striking views, an ideal, central location as well as the excitement of the Grand Prix Museum and Bistro, provide a unique, urban residential environment.

A separate, First Street lobby entry for the residents as well as direct access from a secure area within the existing parking structure will incorporate glimpses into the museum and bistro.

The aesthetic of the architecture will strengthen and compliment the original Kenneth Wing vision.

New elements to the building will be designed as additive features which allow the original aesthetic to remain in tact.

A sustainable approach will be utilized in determining all design decisions. The building will be designed according LEED EB (Existing Building) principals and will be positioned to become a positive, environmental example to both existing and new buildings within the downtown area.

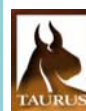
In addition to the social, artistic and community benefits which Grand Prix Place will no doubt provide, there will also be a marked economic benefit as well. The proposed Grand prix Museum will generate annual expenditures within the City of \$4,500,000 per year and add an estimated 59 new jobs to the downtown area with an annual payroll of \$1,900,000.

It is this type of development, together with the creation of a one of a kind living experience that will create a distinct and marketable identity for The East Village as well as the entire Downtown Long Beach area.



Submitted By :

Grand Prix Place LLC in venture with
Taurus Investment Holdings, LLC, and
The *Long Beach Grand Prix Museum.*



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